

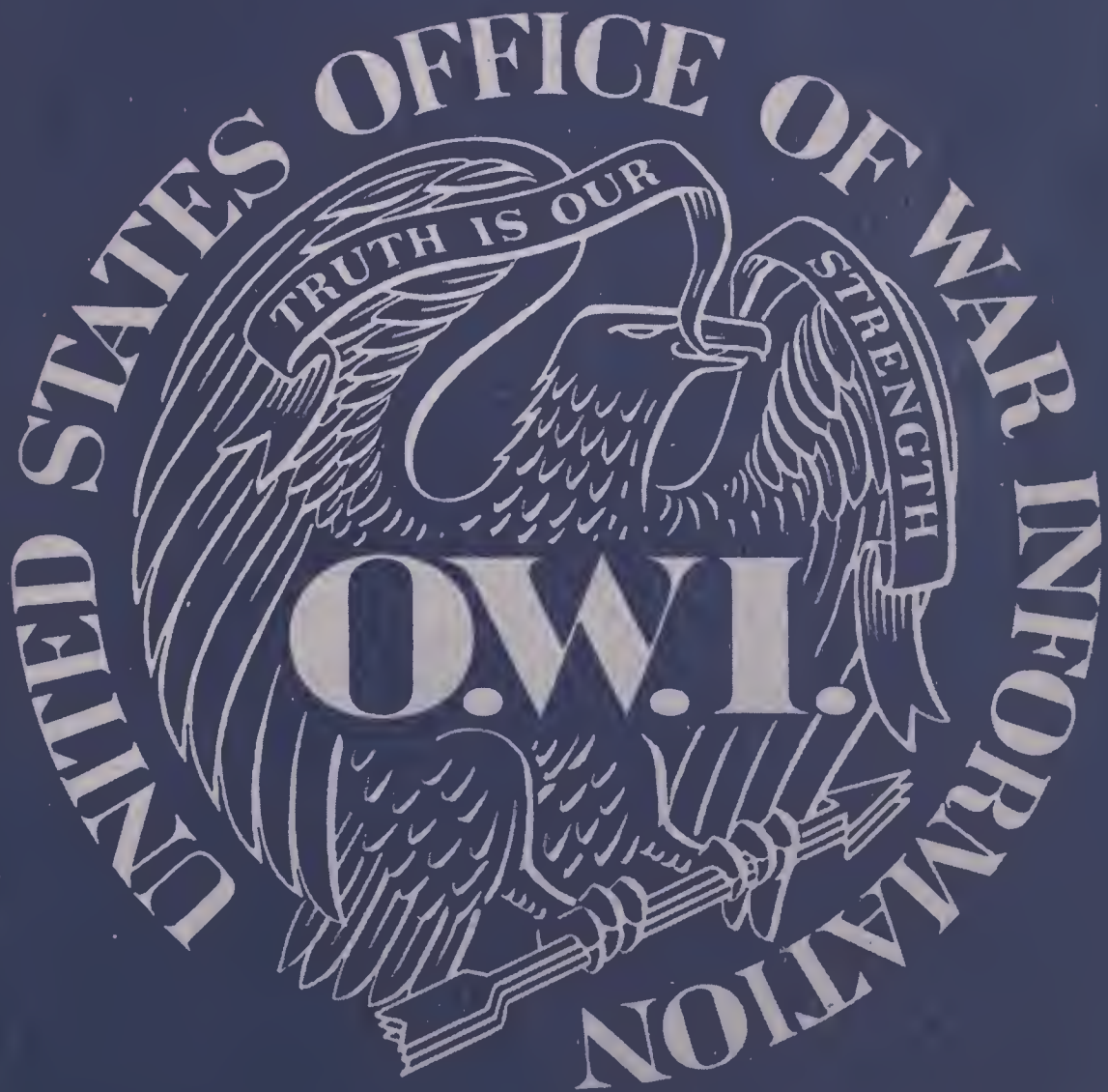
U. S. GOVERNMENT

# TRANSPORTATION

# CAMPAIGNS

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U. S. Government

## TRANSPORTATION CAMPAIGNS

... to save Rubber and to conserve America's Truck, Bus, Railroad and Local Transit Facilities

*U.S. Office of War Information Office of program coordination*

Approved by

Office of the Rubber Director  
Office of Civilian Defense  
Office of Defense Transportation  
Office of Price Administration  
and  
Division of Campaigns, Office  
of War Information



U. S. Government  
TRANSPORTATION CAMPAIGNS

- I Auto and Auto Tire Conservation
- II Truck and Truck Tire Conservation
- III Conservation of Bus, Railway and Local Transit Facilities

America at War has critical problems to meet on every sector of the Transportation front ... problems involving passenger cars, trucks, busses (both inter-city and local), trolleys, and railroads. Running through nearly all these, of course, is the increasingly serious shortage of rubber.

Herein are packaged together under a single cover outlines of the principal information programs by which the Government hopes, through enlisting public understanding and active cooperation, to help correct these transportation problems.

These campaigns are presented "under one roof" because they are so closely inter-related. Persons in information and promotion channels who are called upon to put these messages before the public must remember that one cannot be handled without consideration to the others. In asking the people to spare their tires and use their cars as little as possible we must also point out that they should not turn to the busses, trolleys and trains and jam them further with pleasure or other non-essential travel.

When preparing radio announcements, news, feature, visual or other material on any of these campaigns, bear always in mind what might be the consequences in case the public reacts promptly and vigorously ... if you have not warned them in advance against such actions. Whenever possible, use "bridges" to the effect that "when Uncle Sam asks you to spare your car for all but really necessary driving, it doesn't mean that you should rush indiscriminately to the busses, trains or other means of transportation for trips that you needn't make" ... "Not only must you keep your driving to a minimum to save rubber (and in the East, gasoline), but your Government asks that you leave your seat on train, bus or trolley, for a soldier or war worker by staying home if your trip isn't necessary..." , etc., etc.



U. S. GOVERNMENT  
TRANSPORTATION CAMPAIGNS

SECTION I

**Auto and Auto Tire Conservation**  
**“SAVE RUBBER FOR VICTORY”**  
**“RECAPPING IN TIME SAVES TIRES”**

*Sponsored By*  
*Rubber Director's Office*  
*Office of Civilian Defense*

*Approved by*  
*Campaigns Division, Office of War Information*

*March 1943*







(I) Auto and Auto Tire Conservation

‘‘SAVE RUBBER FOR VICTORY’’

The ‘‘Rubber’’ Campaign to Date

Beginning even before the report of the Baruch Committee was presented (September 1942), a continuous campaign was carried on by Government agencies to inform the public as to the vital necessity for conserving the rubber in our ‘‘rolling stockpile’’ - the tires on America’s motor vehicles.

Initiated by what was then the Office for Emergency Management, the campaign utilized radio, newspaper publicity, moving pictures, posters and other media to carry the rubber story to the people.

Immediately after the appointment of Mr. W. M. Jeffers to serve as Rubber Director, the WFB Division of Information, in conjunction with OWI, collaborated with the OPA, ODT and OCD (to which agencies had been delegated certain phases of the program) in preparing an organized all-inclusive Campaign Plan.

Included in the program, as it developed, were seven different campaign phases, spanning the period from October 1942 to the present, each of which included rubber conservation themes:

1. Voluntary Tire Conservation
2. Idle Tire Purchase Plan
3. Nationwide Mileage (gasoline) Rationing - in order to save rubber, with transportation shortages as an additional reason in the East. (Including a ‘‘blitz’’ campaign to counteract opposition from special interests.)
4. Reducing consumer deliveries (truck conservation --continuing).
5. Reducing unnecessary rail and bus travel. (Continuing on seasonal basis.)
6. U. S. Motor Truck Conservation Corps program (Continuing).
7. Car Sharing (continuing).

Thanks to You and You..

The support accorded these official U. S. Government programs has been most gratifying -

- ... Newspapers and magazines have carried the message to the people potently and persistently.
- ... Radio has utilized its wide facilities to splendid advantage, even to the point of building entire entertainment type programs around rubber in some of the most popular star-studded shows.
- ... Theaters across the land have flashed the story to huge audiences.
- ... Graphic arts, direct mail, advertising by industrial concerns, trade publications - in fact, nearly every conceivable channel of information - have all played significant parts in calling attention to the complex and sometimes seemingly contradictory phases of America's rubber problem.

These words are intended as official public thanks to all who have played a part in this effort to date. At the same time, you are asked to apply that same measure of enthusiasm, energy and ingenuity to help solve the even more critical rubber problems that face us in the coming months.

#### The State of Public Opinion

From the standpoint of public understanding of the rubber problem and appreciation of its gravity, two factors stand out:

1. Awareness that the need for saving rubber is the real reason for gasoline rationing, while gaining, is still far from complete. Coupled with this is the belief, still held by many, that gasoline rationing is "not necessary"
2. The rubber shortage has been shouted so loud and long that further repetitions lose their force. The problem now is to find new ways to tell an old story.

As to point # 1, a succession of confusing elements has arisen to becloud the issue; the agitation sponsored by Midwest interests when mileage (gasoline) rationing was first proposed on a nationwide basis, to have its imposition on the rest of the country postponed 90 days; the transportation shortage in the East as an additional factor causing renewed emphasis on transportation and gasoline shortages as such, rather than on rubber conservation.

In some of the oil producing areas (Texas, Oklahoma, California) only 40% of the people polled in December answered "yes" to the question "Do you think gasoline rationing throughout the nation is necessary?"

Yet, for the country as a whole, 79% in the "old" rationed areas and 67% in the newly-rationed areas thought gasoline rationing necessary. And whereas only 74% in the old rationed areas and 67% in the new expressed belief that there is a serious shortage of rubber, 84% and 82% respectively thought gasoline rationing the best way to save rubber.

All of which points to the conclusion that an important segment of the public must still be "sold" the basic facts in the rubber picture.

This leads to point #2, for the question now arises: "How, after all the sound and fury, can a clearer and more complete appreciation of the true facts be put across to those who must comprehend and act accordingly if America's vital rubber supply is to be conserved?"

To answer that question we must have clearly in mind just what the present situation is...

#### The Facts on Rubber

1. Probably throughout 1943 - and possibly for some time thereafter - nothing but reclaimed rubber will be available to any extent for passenger cars. Even then, limited reclaiming plant capacity and priority demands upon the supply will restrict the amounts civilians may obtain.
2. Our stockpile of crude rubber, as of January 15th, amounted to only about half of the country's annual pre-war consumption. Military and lend-lease requirements for 1943 total more than the present inventory - and may have to be revised sharply upward as the war situation changes. Peak production of synthetic is not expected until late 1944, if then. Only negligible quantities will be available this year from imports and home-grown substitutes, such as guayule, cryptostegia, koksaghiz. None of these sources can be counted upon by the average car owner this year.
3. The recent directive authorized synthetic rubber plants having an annual capacity of 452,000 tons

as compared to the 1,000,000 tons called for in the Baruch Report. This means that although the public could not benefit from the synthetic program in 1943 anyway, the total rubber available for all uses this year will now be even less than previously expected, and after military needs are satisfied there will remain only the barest minimum for civilian use.

4. Hence, we face a serious rubber shortage and this condition will become steadily worse until synthetic production attains real proportions. Although the car owner may have his present tires retreaded with reclaim - or possibly get a secondhand or an all-reclaim "Victory" tire - there is no assurance whatever that he will be able to get any kind of replacement tires after his present ones wear out.
5. Car owners everywhere must therefore reduce their driving to bare essentials, even though "pleasure driving" may not be banned by law in their areas. And they must at all times observe wise conservation measures - drive under 35mph., keep tires inflated and in good condition, Share the Car, etc. (See "Appendex A" for last-minute factual data on various aspects of the Rubber Situation.)

#### Where Do We Go From Here?

Unlike last year, when new plans that needed publicizing (Idle Tire Purchase, Nationwide Mileage Rationing, etc.) successively appeared, there are no radically new facts or events now at hand or definitely foreseeable in the rubber situation on which to hang an entirely new story for the campaign ahead.

The problem of finding a fresh approach has been rendered doubly difficult through the imposition of such regulations as gas rationing, the 35 mph. speed limit and restrictions on "pleasure" driving - all of which tend to cut tire wear more or less automatically leaving some of the things that drivers can do voluntarily relatively less important.

As we enter 1943, then, it is apparent that best results in the next leg of our information campaign will be secured by hammering hard on these three main points...

1. Voluntary tire conservation ---  
Drive only when absolutely necessary wherever you are.



Keep under 35 miles per hour (better still - 30).  
Check your tires weekly - keep them properly inflated (usually 32 lbs.)

2. Regular inspection -
  - ...to check tires for injuries and wear.
  - ...to discover necessary repairs before it is "to late".
  - ...to get advice on proper care and air pressure.
  - ...to insure maximum mileage from present tires.
  - ...to catch faulty mechanical conditions causing abnormal tire wear, such as dragging brakes, wheels out of alignment, etc.

3. Car Sharing -
  - Clubs organized in industrial plants and promoted in residential areas, to "Share and Spare Your Car".

(Background material and copy pointers for use in implementing the three main headings above will be found in APPENDIX "A" at the end of this section.)

### New Approaches to the Story

Granted that the foregoing points offer a concrete foundation on which to base our campaign, how then to find new ways of telling an old story - to develop fresh approaches that will drive through a public consciousness growing increasingly less responsive to persuasion on rubber matters?

One line of strategy is to couple mentions of the rubber situation here with the needs of our armed forces "over there". As Elmer Wheeler in his "Tested Selling Sentences" advises "Don't sell the steak - sell the sizzle," we should strive to make people see the vast rubber-borne equipment being marshalled against the enemy in North Africa and the South Pacific...to make them almost smell the rubber burning off the tires of tanks and trucks and self-propelled vehicles as they fight across the sands of Tunisia and, churn through the swamps of New Guinea.

The military angle should of course not be overplayed, and care must be taken that a purely factual approach is maintained, for no hint that the armed forces are "to blame" for the rubber shortage should be allowed to creep in. Also, a good positive angle is to emphasize what the Army and Navy have done and are doing themselves to cut their

demands for rubber to the minimum and to conserve what they now have in use.

Without lecturing or exhortation, we must drive home to car-owners that what they do about their own tires has a very real bearing not only on their ability to get replacements, but on the progress of the war itself. Let's point out again and again, in a - b - c - terms, just why those five tires must be made to last, just how the careless driver penalizes himself and does grave injustice to production soldiers on the home front when he slithers away that small but precious allotment of rubber of which he is custodian.

Another, and more direct, attack is to adopt a hard-headed "or else" viewpoint, to keep the appeals down to basic human instincts, selfish interests...

The promise is:

Winning the war depends on rubber. There is enough on hand and in sight to keep us riding on both the fighting and production fronts ... provided -

We share our cars and take care of our tires.

The problem is:

How to get them to do it.

The solution is:

First show them exactly how they benefit by driving slowly, keeping tire pressure right, frequent tire inspection, and sharing their cars, then -

Ask them to do it. "Don't tell 'em - sell 'em".

How to get them to do it and like it:

1. Appeal to Personal Instincts

What is the main positive benefit they get by "Sharing and Caring"? The answer seems to be Riding. That is what drivers get now. Indeed that is the reason why they bought the car in the first place...to ride. So if we convince them they have a better chance to continue to ride and not have to walk, then they will do it.

For example, they will drive 35mph. or less to keep on riding - (their own benefit) more quickly than they will go slow to win the war, (a future benefit they can't quite visualize.)

So-

"Keep-us-Riding" is a basic appeal and we should bear down on it. Particularly because it is also the main objective. For if our transportation to work breaks down, our war production breaks down, our fighting front caves in ... and the war is lost.

## 2. "Now or Never" Approach

Speak of benefits in present tense .. to make drivers see themselves keeping their homes and jobs now rather than losing them if we lose the war ... later.

The human mind does not readily buy futures. Yet our job in this case seems to be to sell just that. They now have their homes, their jobs, their health and they now ride. So to "keep on having" is what we offer in return for the actions we want them to take.

So-

Use present tense benefits ... offer "Keep-us-Riding," "Keep your Job" "Keep your Home", "Keep your Radio", etc. etc., by sharing your car and caring for your tires, rather than lose all these at some future date if we lose the war...which they don't believe we'll lose.

## 3. Promote a Psychology of Scarcity

As long as drivers feel "there is more where these came from," they will not be so careful of their tires. If therefore we show them clearly that tires are scarce, scarce, scarce - that will help make them save.

Some good hard facts dished up for their daily consumption would help. The facts about synthetics ... that civilians cannot expect to get any this



year ... that the curtailment in the program means a smaller total supply of rubber for all ... and less for you, etc.

And to those who might say "Oh! Well ... so what? I can always ride the bus to work," lets make plain "You might as well take your eye off the bus. There is no room on the bus for you. The busses are already filled with the people who always ride the bus, and many more who have no other means of getting to work".

So-

If you want to keep riding, if you want to keep your job, your home and your pay; if you want to be sure of food, and medicine and doctors for your wife and kids ... Take care of your tires.

#### 4. Keep it Simple

If we persuade drivers to do four things, this campaign will accomplish real good. So keep the message simple, boil it down to these four points and bear down on them:

1. Drive under 35.
2. Keep tire pressure right.
3. Have tires and car inspected often.
4. Share your car.

#### 5. More "You" Appeal

To get them to drive under 35 miles per hour, show them, quick, what they get out of it now.

For example, they get more mileage from their tires, and gas. And it seems best to be specific and state how much more, percentage-wise, and in simple figures. if possible. (The same idea holds for keeping tires properly inflated.)

Also their cars last longer, and their repair bills are less.

And they get more safety. Accidents are fewer, and not so likely to result in death.

Moreover, their friends and neighbors will look upon them as patriotic citizens if they see them complying with the 35 mile speed limit. If they go rushing by and pass friends who are keeping under the limit they lose friends, good-will and perhaps business. That is too great a price to pay for the few minutes saved by stepping on it a little too hard.

And their main benefit, of course, is that they get to ride to work for a long, long time, whereas if they go fast and wear out their tires quickly they may have to walk to work.

For, as Mr. Jeffers says in "Progress Report No. 1", ... The vast majority of our motor vehicles must run from now until mid-1944 on the tires now in use."

In addition they get more comfort and convenience. For even if they do shove themselves on the bus, its no fun standing on the corner waiting for one, nor being shoved around and stepped on when they get on and off.

#### COPY THEME

Primary objective of the campaign is to help save rubber through increased observance of the main foundation points -

Stay under 35

Check your car regularly - keep tires inflated to 32 lbs.

Drive only when you must

Share - and spare - your car

Here are a few basic "selling points" suggested for use in driving home the foregoing objectives:

1. The rubber situation is serious - there will be less rubber for '43 than was expected last year-

and the situation will steadily grow more critical for at least a year.

2. The bulk of our present limited "reserve" must be held for the growing needs of our fighting forces and their allies. (Show strategic Military uses; also conservation measures taken to keep requirements to minimum).
3. We must guard as a precious, irreplaceable asset, the rubber left in our "rolling stockpile" - the tires on America's cars.
4. Whenever you neglect or abuse your tires you are penalizing the war effort and aiding the Axis, for the rubber on them is needed to keep war production going.
5. Intelligent Americans will understand that it has been necessary to ration gasoline throughout the nation both as a realistic method of saving rubber and to distribute the burden fairly. Patriotic Americans will go beyond the minimum requirements of law and adopt voluntary measures for conserving rubber.

#### SUGGESTED USE OF MEDIA

Newspapers, radio, motion pictures, posters and painted bulletins, magazines, trade journals, house organs, collateral industry advertising and other information media are all being utilized to carry these messages across the land. Anyone having a direct interest in promoting this Rubber Conservation program may obtain data on what specific steps have been taken to date and what is planned for different media, including suggested time schedule, by writing Campaigns Division, Office of War Information, Washington, D. C.

## APPENDIX " A "

Following are supplementary facts and copy ideas for explanatory material on (1) Voluntary tire conservation; (2) Tire inspection; (3) Car Sharing. Also up-to-date information on the various phases of the present supply situation on rubber.

### 1. - Voluntary Tire Conservation

While the primary reason for banning pleasure driving in the East was the shortage of gasoline, caused by transportation difficulties and heavy overseas demands, this measure has nevertheless demonstrated dramatically to the rest of the country how far average use of the automobile can be reduced without undue hardship.

This realization of how little many of us have really given up in the way of peace-time motoring habits, lends additional force and truth to these "quotable quotes" from the Baruch Report:

"Of all critical and strategic materials rubber is the one which presents the greatest threat to the safety of our nation and the success of the Allied cause. Production of steel, copper, aluminum alloys or aviation gasoline may be inadequate to prosecute the war as rapidly and effectively as we could wish, but at the worst we are still assured of sufficient supplies of these items to operate our armed forces on a very powerful scale. But if we fail to secure quickly a large new rubber supply, our war effort and our domestic economy both will collapse. Thus the rubber situation gives rise to our most critical problem."

"We must supply not only the needs of our armed forces but most of those of the military machines of our Allies as well. We must equip our busses and trucks and other commercial vehicles and provide on a large scale specialty items for such purposes as factory belting, surgical, hospital and health supplies. And in addition to all these, we must maintain the tires on at least a substantial portion of our 27,000,000 civilian passenger automobiles."

And what has transpired since those words were written highlights these lines from Wm. Jeffers' "Progress Report No. 1, Office of the Rubber Director;":



" There is still a pronounced lack of public understanding of the rubber situation."

" Many do not yet understand that it is essential to our war effort and a prime duty of the Rubber Director to keep on the roads that portion of our essential transportation system which is dependent on our public and private motor vehicles."

" They do not understand the vital importance of making their present tires last, nor do they comprehend the sacrifices in convenience driving and pleasure driving which must be made, if each man's own car is to continue at his own disposal for the essential driving our whole war economy demands."

" In much of the newly rationed area, they do not fully understand that gas rationing is undertaken solely to conserve rubber. In many sections they resent gas rationing and will continue to resent it, and oppose it, until they have been made to see that less gas means less driving; that less driving means the preservation of their own tires for own use against that period sometime in 1944 when further supplies of rubber should become available for civilian tires. Only when this rubber is available can rationing be relaxed."

" In brief, the public does not yet understand that the vast majority of our motor vehicles must run from now until mid-1944 on the tires now in use, nor that they share with the Rubber Director the duty of each keeping his own car in useful operation. On the contrary, a large part of the public have been led to beliefs that certain regulations for the control of tire supply insure that on December 1, tires of one or another kind (or recaps) will become available to all who need them."

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Conserving the rubber in tires is a two-way proposition: (1) the things drivers should do for themselves; (2) the things tire service shops should do for them at regular intervals. For good results, those two must go hand in hand.

Even if a car-owner keeps under 35 mph. under-inflated tires, " jack-rabbit " starting or jumping to beat traffic lights, scraping and jumping curbs, failure to notice damage beginning to show on his tires, and so forth, may waste more rubber than an expert service man can save for him.

Following are specific rules for conserving rubber, divided as between things the driver can do and things the service man can do for him in addition to or at more frequent intervals than is now mandatory under the Compulsory Tire Inspection setup: (These points should not be given undue emphasis, for the decreased mileage being driven under gas rationing plus reduced car speeds, etc., mean that tire wear is automatically being cut, thus diminishing the effectiveness of Voluntary conservation measures. Rather, these points should be used as springboards to get into the old but still vital story that "rubber is scarce and must be conserved - that's why gas is rationed, pleasure driving banned or reduced," etc.)

A. Things YOU should do.

(Make them a habit; they cost not a penny but may save a-plenty.)

1. Keep your driving to the bare essentials. Ask yourself, "Is this trip absolutely necessary? Will it help win the war? Am I doing the fair thing by our soldiers"?
2. Maintain tire pressures at 32 lbs. (36 for 6 ply tires.) Check your tires frequently - at least once a week. If your tire man is busy, inflate them yourself - but do it. (Remember that tires lose air even when a car is not driven.) But avoid the opposite extreme - overinflation - which causes excessive wear at center of tread.
3. Drive under 35 - preferably under 30. By so doing you not only prevent excessive wear but can better avoid those sudden stops, bumps and ruts, and squealing around turns that burn up so much rubber.
4. Avoid sudden starts and stops. "Jack-rabbit" driving scuffs off precious rubber.
5. Keep away from curbs This includes bumping curbs with front or rear tires getting in and out of parking spaces. Bruising a tire may damage it beyond repair.
6. Never drive a soft or flat tire. Rims chew up inside cords and ruin both 'causing' and tube - even in short distances. And never run on a "flat" - even for a short distance; it may ruin the tire, tube or both. In case of puncture or blowout, apply brakes gently.
7. Check all 5 tires every week - yourself. Remove any nails, tacks, glass, small rocks, etc. If you detect any cuts, bulges, flattened spots, uneven tread or slow leaks,

(keep valve caps on - and tightly), go to your "tire doctor" at once. Dont try to diagnose the trouble yourself. Also keep your tires away from those enemies of rubber, oil and grease; wipe it off whenever you see it on your tires.

B. Things your SERVICE MAN should do.

(Many stations are offering a monthly service for \$1.00 per month to save your tires. A good many of these are official OPA Tire Inspection Stations and include the regular Government inspection in a broader check-up on your tires and the mechanical features of your car that may cause excessive tire wear.)

1. Inflate tires to 32 lbs. (36 for 6 ply.)
2. Inspect every square-inch of tire. Look painstakingly for cuts, bruises, cracks, blisters; for exposed cords; for uneven tire wear caused by
3. misalignment of wheels, faulty brakes, etc.
3. Inspect valve cores for slow leak.  
Also see that every tire has a valve cap and they are on tight to keep out dirt.
4. Recommend what should be done for maximum mileage.  
This would include recommendations on when to recap tires to insure getting the best services; proper rotation of tires, including the spare; repairs that should be made; whether tires should be removed for more thorough inspection, rim flanges straightened, front end checked for balance, brakes checked, etc.

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These things will assure you of keeping your car going longer - and they're not too much for you to do in wartime.

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2. - Tire Inspection

Background

Late last year OPA set up a system of Compulsory Tire Inspection whereby drivers throughout the country must receive approval from an authorized OPA inspector for continued operation of their motor vehicles.



Begun on December 1, the original inspection period for passenger-car and motorcycle owners was scheduled to end January 31. Thereafter, holders of "A" and Basic "D" (motorcycle) rations were required to report at official inspection stations every four months and holders of Supplemental Rations every two months or each 5,000 miles for commercial vehicles, (if that is sooner).

### New Inspection Dates

Through amendment to OPA Mileage Rationing Order 1A, the periodic inspection of passenger car tires has been revised as follows:

- "A" vehicles will be inspected every 6 months.
- "B" vehicles will be inspected every 4 months.
- "C" or bulk coupon vehicles will be inspected every 3 months.

In order to dove-tail this new plan of inspection into the old, it was decided to postpone the dates for final inspection from January 31, 1943 as follows:

Final inspection dates for "C" or bulk coupon cars -  
February 28, May 31, August 31 and November 30.

Final inspection dates for "B" cars - February 28,  
June 30 and October 31.

Final inspection dates for "A" cars - March 31 and September 30.

### What does Inspection accomplish?

The inspector checks tires for injuries and wear - looks over the vehicle for faulty mechanical conditions causing abnormal tire wear - and recommends repairs or replacements. Checks serial numbers and advises owner on proper care of tires and how proper air pressure can be maintained.

### How replacements or recaps are obtained:

Replacement tires are rationed but you can now have your tires recapped without going to your local War Price and Rationing Board. When the tire inspector advises that a tire is recappable and it is about time to have it done, you can have your tire recapped as soon as your tread-ing shop can do the work. (See the "Recapping in Time Saves Tires" campaign.)

### How tire inspection helps motorists:

- a. Any weaknesses which may have developed or any foreign materials which might have been picked up are discovered. Later these might cause blow-outs -- the destruction of a tire -- or a serious accident. Inspection therefore means safety and economy.
- b. The amount of "wear" is disclosed. Recapping service will be recommended before the tire has passed the "danger line" and recapping is impossible.
- c. Serial numbers of the tires are checked -- thus helping to prevent a "black market" in tires with its attendant high prices and other evils.
- d. Air pressure is corrected, and the motorist is told what air pressure to maintain in the future for longer tire life. (Motorists should be urged to check the air pressure of their tires weekly thereafter.)
- e. Through "tire inspection" and the recommendations therefrom, the motorist may obtain thousands of additional miles of service from his tires.
- f. Tire inspection ascertains when replacement tires or recapping services are needed. Makes it possible for motorists to obtain recapping service; or, if tires cannot be recapped, replacements for essential driving. Our limited supply of rubber thus is "shared" - and given to those who need it the most.

### How the motorist will benefit by having his tires inspected NOW:

- a. He will get a thorough job NOW -- when the inspectors are not too busy.
- b. He will not be "taking a chance" by driving with a tire which might "blow out".
- c. He will learn the condition of his tires -- how far he can drive before repairs, recapping or replacement are necessary -- and how to take care of his tires.
- d. Today his tires might be saved by recapping at a low cost. Tomorrow a replacement tire at a higher price might be necessary - if he can get it.

- e. He will know what air pressure he should have at all times to get the maximum service from his tires. The incorrect air pressure might cause unnecessary wear. During the weeks remaining before the dead-line, precious rubber might be destroyed.

#### How Tire Inspection helps the Rubber Conservation Program:

- a. It ascertains when tires must be repaired -- and thus lengthens the life of the tires.
- b. It provides a "check-up" on all tires in operation.
- c. It gives motorists the information they need to care for their tires.
- d. It is the keystone in the plan to get the last mile of wear out of every ounce of rubber in the country. (For example, inspectors will advise when your tire needs recapping.)

The way in which tire inspection protects against "blow-outs" is of paramount importance in the campaign. The tire industry has paved the way - and the public already fears blow-outs. Many of the appeals to urge an early inspection can be based on this theme. The prevention of blow-outs is important both to the motorist and to the Rubber Conservation Program.

Many service stations are now advertising "inspection services" (usual cost \$1.00) which cover all parts of the automobile... power plant, transmission, clutch, brakes, etc. In many cases these stations likewise are authorized OPA official Tire Inspection Stations. An effort should be made to have motorists include this mechanical check-up with their tire inspection.

### 3. "Share and Spare your Car"

The Office of Civilian Defense is charged with the responsibility for organizing and promoting programs for sparing the car and sharing the rides throughout the U. S. This is being done by means of two basic plans:

- A. The Car Sharing Club Exchange (and Self-Dispatching System.)

In a folder bearing the above title, the OCD describes its easy-to-set-up system, requiring minimum supervision and designed for continuous operation, recommended for plants and business establishments not already equipped with working car-sharing schemes.

The plan is also adaptable for use on a neighborhood basis. By means of two boards - "Rides Wanted" and "Passengers Wanted" - plus a community map, this Self-Dispatching System brings together people who can logically and conveniently ride together.

For details on how the Self-Dispatching System operates, see OCD Folder 5011. Following are some copy points suggested for use in publicizing the Car Exchange idea:

More than seven out of every ten workers depend upon the private automobile to get to work.

The best way that a car owner can be sure of getting to work on time and still save his car and rubber for war uses is by joining a Car Sharing Group.

We must keep private cars rolling, because throughout the country 75 per cent of the workers in war production cannot get to work by bus or train or any other way than by private automobile.

At the same time, we certainly must keep a steady supply of rubber going into the production of life-rafts, tank linings, and gas masks, as well as tires for jeeps, army trucks, and Flying Fortresses.

When four car-owners share cars, they spare 12 tires; "Share and spare" is the effective American solution to the rubber shortage.

## 2. Neighborhood Car Sharing Clubs

Whereas the organization of Car Sharing Clubs in industrial plants employing more than 100 workers is the responsibility of plant employee-management committees, smaller groups working in the same or nearby establishments can often be brought together effectively through the activities of Block or Neighborhood Leaders.



This involves a face-to-face canvass of the homes in the areas served by volunteer OCD workers, in which the entire story of the transportation situation (cars, busses, trucks, railroads) is explained - the rubber problem naturally receiving prime attention. The Block or Neighborhood Leader fills out Car Sharing Cards on the basis of the information so collected, and pools car-owners and potential passengers into groups of at least four.

Those cards that cannot be matched at the lower level are passed on up to sector meetings of Block or Neighborhood Leaders, and those still remaining after such matching are forwarded to the nearest or most appropriate Car Sharing Club Exchange.

(Further details on this phase of Car Sharing are given in pamphlet #492884-42, "Whys and Hows about Car Sharing Clubs," issued by the Office of Civilian Defense, Washington, D. C.)

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#### THE RUBBER SITUATION as of February 18, 1943

There has been such a welter of confusing and contradictory statements, on various aspects of the rubber problem that many have only the haziest notion of where the country actually stands on this critical commodity.

Excerpted below, as background material for the use of information and media people, are quotes from "Progress Report No. 2", by Rubber Director William M. Jeffers:

#### Synthetic Production - 1943

"As a result of the many delays which have beset the program, we now estimate that the expected capacity that will come into production during the various months of 1943 will produce only a total of 241,000 long tons (equivalent crude value) of synthetic rubber, instead of the 354,000 tons envisioned in Progress Report No. 1. This includes 3,000 tons from a Canadian plant.

## Program Summary

The Rubber Program involves three major problems:

- (1) To bring into production, as rapidly as possible, enough synthetic rubber capacity to balance supply and demand before ever-dwindling stocks have declined to a critical minimum.
- (2) To maintain enough of the natural crude stockpile to make heavy duty military tires, self-sealing tanks, and other military items for which synthetic rubber is not yet adequate.
- (3) Further to increase the capacity of the synthetic rubber industry and to develop all possible quick sources of natural rubber to take care of the additional needs in 1944. These 1944 needs include:
  - (a) Added requirements of our Allies as their inventories disappear.
  - (b) Replacement of depleted inventories of necessary industrial equipment, most of which is used in the manufacture of military supplies.
  - (c) Replacement, during 1944, of essential civilian tires which, after recapping with presently available reclaimed rubber, will have worn out their carcasses by mid-summer of 1944. These are tires upon which the basic economy of the nation depends - the growing, distribution, and marketing of foodstuffs and other essential products, plus the transportation of essential workers to their jobs.
  - (d) Use of rubber by the military authorities in many essential categories which have been restricted temporarily due to the present stringency

## Other Sources of Supply

Approximately 440,000 tons of crude rubber were on hand in the United States and Canada on January 1, 1943. Many uncertainties affect estimates of possible imports of crude rubber from various producing areas still in Allied hands, such as ocean transportation hazards, quality of rubbers produced, and amounts actually to be harvested from the many programs now under way in various tropical nations.

After estimating the quantities to be shipped to our Allies, and taking all of the other factors mentioned into consideration, it is expected that we can count on receiving, in terms of plantation crude, a new supply of 35,000 tons during 1943.

#### Natural Crude Rubbers

"Every effort is being made to develop all possible sources of natural rubber which give promise of producing supplies in 1943 and early 1944. Certain developments have been fostered for harvesting after 1944, but only as insurance for the future. Some of the more important of these activities can be mentioned:

- (1) The Rubber Reserve Company, in agreement with the Governments of Brazil, Peru, Bolivia, and Colombia, is pursuing a broad development in the Amazon Basin. While substantial quantities of crude rubbers once came from the Amazon, competition from the Far East has resulted in a decline of rubber procurement in this area. The present program calls for the movement of large numbers of workers, with attendant facilities, into the Amazon and it is hoped that substantially larger quantities of rubber will be produced than heretofore.
- (2) The Board of Economic Warfare and the Rubber Reserve Company have combed the rest of Latin America for wild rubbers, and some importations are expected in the 1943 year.
- (3) The cryptostegia development in Haiti originally proposed by the Board of Economic Warfare in conjunction with the Government of Haiti, is showing progress. Preliminary indications are that this plant provides a very good grade of rubber, but that small tonnage can be expected until well after mid-summer 1944.
- (4) The Guayule program, operated by the Department of Agriculture, is expected to produce less than 1,000 tons of rubber in 1943, but should produce substantially more in 1944.
- (5) The Department of Agriculture is continuing its experiments with koksaghyz (Russian dandelion) and goldenrod. It appears doubtful that either program will be extended in the immediate future because either would create substantial displacement of food crops, use of critical materials, and use of large manpower.



"The efforts of Government agencies are being directed primarily toward increasing rubber production from all sources now available throughout the world. The estimate of imports of 35,000 tons is on the basis of "equivalent plantation crudes" and the efforts referred to may well produce quantities in excess of present estimates.

"Despite all of these projects, however, this country cannot hope to get as much rubber from these sources in 1943 as it could from the early completion of one or two of the principal synthetic plants."

(I) Auto and Auto Tire Conservation

"RECAPPING IN TIME SAVES TIRES"

Campaign to save rubber by keeping America's tires in service through recapping...sponsored by Rubber Director's Office, War Production Board.

THE PROBLEM:

Because of the seriousness of the rubber situation, another step has been taken in the interest of tire conservation.

It is now possible for all holders of gas ration books to have their tires recapped without first securing a purchase order from a local ration board. This eliminates red tape and waste mileage.

Recapping saves rubber by preserving the tire carcass. Recapping requires on the average only about one-third as much rubber as is used in making the so-called War Tire, or "Victory Tire".

GOVERNMENT PROGRAM:

Car-owners are to be made conscious of the importance of recapping their tires to save the carcass, and shown how to recognize the proper time for recapping.

An intensive drive will be made to insure that the life of tires now in the hands of car-owners be prolonged through recapping.

COPY THEME:

The messages are to be pitched on this basic approach:

"The only way you can be SURE of keeping tires on your car is carefully to conserve the ones you now have and to prolong their life by having them recapped at the proper time.

"Your tire needs recapping as soon as the non-skid pattern has worn off. Get expert advice.

"Take care of your tires at all times. If the carcass is damaged by improper inflation, bruised from striking curbs, etc., it may not be worth recapping when the time comes and all that potential extra mileage is lost. Observe the Tire Conservation measures recommended by your government and the tire manufacturers."

CAUTION: Not all tires can successfully be recapped, even if proper care has been taken of them. Your local treading shop can usually be relied upon to give you good advice as to whether a tire is worth recapping.

ADDITIONAL WARNING: Since all the "camelback" now available for passenger-car tires is made from reclaimed rubber, recaps made with this grade cannot be expected to withstand the hard usage often given the pre-war type as made with virgin rubber. This makes it doubly imperative that drivers operating on recaps observe every precaution to conserve their tires - particularly that of keeping under 35 mph. Recaps made with reclaimed rubber simply will not stand up under high speeds or other forms of abuse such as slithering around corners, sudden starts and stops, etc.

#### SELLING POINTS:

"In a good pre-war carcass you have a precious asset. If wear has not proceeded too far you can have it recapped and when that is worn down you can have it recapped again - repeating the process up to five times.

"The ceiling price for recapping a size 6:00 x 16 passenger-car tire is \$6.50. Thus, for that amount or less each time recapping is needed, you can get thousands of additional miles out of the tires you now own. Since you have no assurance of being able to get any other tires in the near future, if you would make sure that you continue to ride, you must get the most out of what you already have. "A bird in the hand..."

"The "camelback" used in the usual recapping job requires only about a third of the rubber required in the average War Tire. This means in effect that through recapping you and Uncle Sam may be able to get, in terms of rubber, as high as five tires for one. If you had top-quality pre-war tires to begin with, you retain the plus value of a strong fabric construction and good crude rubber base for the reclaimed-rubber "camelback" cap. And you are money ahead in the bargain.

"You definitely contribute to the winning of the war, as well as help yourself, when you prolong the life of the good tires you now own by having them recapped at the proper time. This is the way it works:

There is only so much rubber available for all purposes. Most of this rubber is on the wheels of our cars. If everyone should run his tires until they had to be thrown away, there wouldn't be enough rubber left in the country to assure tires

for essential civilian needs such as war workers, trucks, etc. after the armed forces have taken out what they absolutely must have to fight the war. But when you make the tires you now own last longer by having them recapped at the proper time, a minimum of rubber is consumed and the nation's total supply goes further.

"The driving speeds that prevailed before the War made it necessary for manufacturers to build tires having sidewalks, beads and fabric body that will outlast from two to five treads. So, after the original tread has worn smooth (and become unsafe for further mileage) about two-thirds of what you paid for remains. The economy possible through salvaging this margin of mileage is in fact the entire basis for the recapping program.

"Tires are something like shoes - but there's a difference. When the soles of your shoes are worn through and you have perfectly good uppers left, you don't normally throw the shoes away. But - and here's the difference - whereas your shoes can still be repaired if the outer sole is worn clear through, you should take your tires to a treader before the wear gets down to the fabric base. The right time for recapping is when the original non-skid design has disappeared."

#### MEDIA TO BE USED:

Radio, newspapers, national magazines, trade journals, house organs, plant publications, outdoor advertising, car cards, motion pictures and other channels of communication are scheduled to be used in acquainting the public with the desirability of caring adequately for their tires and of having them recapped when the time comes. A timetable showing how and when each media group is being used will be sent to anyone directly concerned with this problem. Write Campaigns Division, Office of War Information, Washington, D. C.

#### BACKGROUND FACTS

Car-owners should not allow wishful thinking, stimulated by publicity on the synthetic program, experiments with guayule and other rubber-bearing plants, or talk of new plantations in Brazil and Africa, to make them imagine that they will soon "have plenty of rubber." The hard fact is that we now must count on less rubber for 1943 than we looked forward last year to having.

This means that, if you want to be sure of keeping your car running,



you must extend the life of your present tires. If these tires are of suitable grade and in reasonably good condition, they should be recapped at the time the tread has worn smooth.

Be sure not to let your tires go too long before taking them to a treading shop. Frequent inspection by experts - a good thing in itself to keep them in top condition - will reveal when is the best time to have the job done. Generally speaking, if wear is allowed to continue until the cord shows through, the carcass may be so weakened that it isn't worth recapping. Catch it in time!

A tire is no better than its carcass, so in order to gain the extra mileage available through recapping you must keep yours in good condition. Under-inflation is probably the worst enemy of tire life because it breaks down the fabric understructure. Remember, what you waste cannot be replaced! And, if you have been driving on low-grade tires, don't be disappointed if your treading shop advises against trying to save them. If the quality was too poor to start with, the tire may not be worth recapping.

Tire service shops throughout the country have been organizing to promote a program for making the most effective use of their treading and tire-repair equipment, and to adopt standards for quality recapping.

Most towns and cities in the U. S. have one or more treading shops, but, because of heavy demand, shortage of equipment and manpower, etc., your local shop may not be able to handle your business immediately. That is just one more good reason for having your tires checked long before the non-skid design disappears. Allow plenty of time and you will be able to get your tires recapped before it is too late.

Here's how you help yourself and your country by caring for your tires and having them recapped when they need it: An average passenger-car tire (6:00 x 16) contains about 10 lbs. of crude rubber - good, pre-war rubber if it is a first-line tire. When recapped at the proper time, about 5½ lbs. of rubber (only 2 oz. of crude, the remainder reclaim) are needed (This compares with the approximately 16 lbs. of reclaim required in making a War Tire.) Since approximately 60% of the original crude rubber is in the carcass, it is good economy for you to keep that carcass in service - not to mention the savings in rubber just noted.







U. S. GOVERNMENT  
TRANSPORTATION CAMPAIGNS

SECTION II

**TRUCK AND TRUCK TIRE CONSERVATION**  
**"SHARE THE TRUCK"**  
**"I'LL CARRY MINE"**

*Campaigns Sponsored by*  
*Office of Defense Transportation*  
*Approved by*  
*Campaigns Division, Office of War Information*  
*March 1943*



## (II) Truck and Truck Tire Conservation

### " SHARE-THE-TRUCK "

Office of Defense Transportation Campaign  
for Voluntary Pooling of Delivery Services

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#### ANALYSIS OF THE PROBLEM

The basic wartime problem in truck transportation is twofold: (1) the necessity for better maintenance of all existing trucking equipment; and (2) the elimination of every waste mile of operation.

To meet the latter, the ODT in 1942 ordered truck operators, except common carriers engaged in over-the-road services, to reduce mileage by 25 per cent. The immediate response was the deletion of superfluous delivery practices and services, spacing of delivery days, and similar curtailments. To conserve equipment, the U.S. Truck Conservation Corps, a voluntary organization of the Nation's truck operators pledged to keep their trucks in A-1 condition at all times, was established.

A 40 per cent overall mileage cut to offset looming shortages of critical materials is now necessary. Much greater efficiency in the performance of delivery service is mandatory if this mileage saving is to be accomplished without eliminating services necessary to the war effort and to consumers.

Shortages of rubber, parts, vehicles, manpower, and in the East, fuel, already have been headaches to many operators. In the coming months, any or all of them could seriously disrupt individual truck operations. No hope is held for immediate relief from the rubber shortage--supplies of tires, now composed of part crude rubber and part reclaimed rubber which cannot withstand severe treatment, are at low ebb. Manpower reserves, not only of skilled drivers but of hard-to-train maintenance men, are growing smaller under the two-way drain of men into the armed forces and war plants. The bottom of the present vehicle bin probably will be reached this year. And parts to maintain vehicles presently in operation are hard to obtain.

The answers to these problems for the truck owners and for the public, are: widespread establishment of Share-The-Truck plans, and even more vigilant maintenance of trucks and trucking equipment.

#### SHARE-THE-TRUCK AND ITS OBJECTIVES

The outstanding feature of the Share-The-Truck program is its





## (II) Truck and Truck Tire Conservation

### "I'LL CARRY MINE"

Phase of the Office of Defense Transportation's truck conservation program aimed directly at the public, with special appeals to women consumers.

Because America's motor trucks are wearing out at a rapid pace, with no new ones available and even replacement parts becoming increasingly scarce -

...the precious miles remaining in our existing delivery equipment must be stretched to the utmost.

Since women do the bulk of all consumer buying, any program seeking to curtail unnecessary deliveries must be addressed to them.

The "I'll Carry Mine" campaign has been devised to induce women or members of their households to carry their own smaller packages, instead of demanding that stores deliver them.

#### Objectives of Campaign

Since this is a continuation and intensification of previous efforts, the present aim simply is to use every fresh and effective approach to enlist the housewife's cooperation even further in taking home herself (or via husband or children) all purchases that can reasonably be carried.

The ultimate purpose of the campaign is, of course, to prolong the life of existing delivery trucks, to conserve gasoline, oil and parts, and to save rubber.

#### Background Facts.

During 1942, the ODT ordered mileage cut of 25 percent (over and above elimination of special deliveries, call-backs and multiple trips), was readily achieved by retail stores, large and small. Devices such as cutting deliveries to two or three a week and substituting parcel post for direct delivery in out-lying communities, helped to accomplish the requirements of the order with comparative ease.

Through cooperation with the "I'll Carry Mine" campaign, retailers in some sections of the country struck a bonanza in delivery-mileage savings through customer carrying of small packages. The initial



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## Patriotism:

"By carrying purchases, you are not just saving the equipment of one store, you are materially aiding in national truck conservation. Equipment needed for vital services - to keep foodstuffs coming to the corner grocer. to keep raw materials moving to factories, to keep dairy products speeding from farm to city - is kept rolling for you, with your help."

## Convenience:

"The Government has ordered your retail store to cut delivery mileage. He must do it, and the only way is to cut out the "frills" he was (and will be again) delighted to offer you. If you take your packages with you, you are sure of having the right merchandise, where you want it, when you want it. Save yourself the headaches of delayed deliveries, wrong merchandise, and the necessity of hanging around home to wait for delivery trucks. And you'll help relieve over-burdened busses and street cars, too, if you'll walk when you can, carrying your own bundles."

## Practicability:

"Be practical about carrying. Always shop prepared to carry. Use a string bag, a small suitcase, a large knitting bag or any device that will make carrying packages easy. Ask your retail store for a Victory Shoulder Sack. Slung over the shoulder, it will hold up to 25 pounds safely. It leaves the arms free for "change scrambling"; it can be set on the counter without being removed from your shoulder; you can swing it conveniently to your lap when seated in a bus or trolley. Or if you can walk to and from your shopping, you'll find that the Victory Shoulder Sack makes carrying easy."

## Suggested Slogans

"Your country needs arms -- your arms! Carry home your purchases".

"Can you take it? Then don't say 'send it'. Every package you carry today saves trucks for the bundles you won't be able to tote."

"Don't go away empty-handed. Carry packages and save the Nation's trucks for vital deliveries. And carry your bundles on foot if you can to make way for those who must use busses and trolleys".







*U. S. Government*  
*TRANSPORTATION CAMPAIGNS*

*Section III*

**Conservation of Bus, Railway and Local Transit Facilities**

**"WAR TRAFFIC MUST COME FIRST"**

*Sponsored by*  
*Office of Defense Transportation*

*Approved by*  
*Campaigns Division, Office of War Information*  
*March 1943*





### (III) Conservation of Bus, Railway, & Local Transit Facilities

#### "WAR TRAFFIC MUST COME FIRST"

Continuing campaigns to relieve over-burdened bus, railroad and streetcar transport by reducing unnecessary civilian use of such facilities

#### (A) BUS & RAILWAY TRAVEL

##### The Problem

Passenger traffic on railroad and bus lines has risen to the highest levels in history. Expansion of the armed forces, rising war production, widespread employment at good wages, the rubber shortage, and gasoline rationing have brought about huge increases in troop movements, furlough travel, trips by relatives and friends to visit service men at camps, business travel connected with the war program, and pleasure travel.

Since no new railroad passenger equipment, and very few new buses, will be available for the duration, handling of this tremendous volume of travel places heavy strains on existing public transportation facilities. About one-half of all Pullman cars and 15 percent of all railroad day coaches are in constant use for official troop movements. The remaining equipment has to accommodate the large amount of furlough and civilian rail travel. The result is overcrowded trains, standees in many trains, difficulty in obtaining reservations. Much the same conditions prevail on intercity buses.

To assure accommodations for men in uniform traveling on furlough, for persons obliged to travel on company or official business, and for other civilians whose travel is essential, it is necessary to curtail pleasure travel and other non-essential civilian travel. Any system of priorities on train or bus travel would be extremely difficult to administer. Its operation would require the services of thousands of persons needed for other war duties. Hence the effort to persuade the public voluntarily to refrain from unnecessary travel.

##### The Campaign to Date

The campaign was inaugurated by ODT in mid-November, 1942. In its initial stages it was directed particularly toward curtailment of intercity travel at Thanksgiving and during the Christmas and New Year holidays. Railroad and bus carriers, through their national associations, by regional groups, and individually, joined with ODT in making a strong appeal to the public to stay at home during the holidays, avoiding all travel for which there was not a real need.

The appeal was made through press releases, posters, news reels, display advertising in periodicals and newspapers, radio features tied in with important network programs, spot radio announcements, and magazine features. The campaign utilized such themes as "Is your trip really necessary?" and "Give your seat to a soldier."

Carriers agreed unanimously that the campaign had the effect of reducing holiday travel substantially below what it otherwise would have been. Trains and buses generally were crowded, but the carriers, except in rare instances, were able to handle all traffic offered. The results proved that the need for conserving travel space had been convincingly demonstrated. The response to the campaign illustrated the potentialities of the method of approach used.

#### Next Phase of the Campaign

Passenger traffic normally is light during January and February, but this year the seasonal decline has been small. The demand for passenger service is expected to become substantially heavier this spring and to remain at a high level thereafter. Further expansion of the armed forces and of war production will materially increase the volume of necessary travel. Unnecessary travel must be correspondingly curtailed.

While particularly intensive appeals will have to be made at certain peak travel periods, such as the Fourth of July and Labor Day, the need to hold down non-essential travel at all times will be steady and continuing. The problem will be more severe in some regions than in others, but it will be sufficiently serious generally to warrant little regional variation in the intensity of the campaign.

#### Copy Theme

Appeals should continue to stress the necessity of according preference in passenger travel to members of the armed forces on furlough, to persons on business trips related to the war, and to others whose travel is urgently necessary. Conservation of railroad and bus equipment to make it last for the duration - conservation of bus tires, and manpower shortages in transportation are long-range considerations that should be emphasized.

"Don't travel if you can possibly avoid it," "Don't waste transportation," "Is your trip really necessary?" "Give your seat to a soldier," "War traffic must come first" - these are theme ideas that can be used effectively on posters, in radio spots, in advertising, etc.

## Background Facts

Here are a few pertinent facts that emphasize the importance of curtailing unnecessary travel:

1. Official troop movements by rail are proceeding at the rate of nearly 2,000,000 men a month. They require the constant service of one-half the Pullman cars and 15 percent (about 3,000) of the day coaches. Troop movements, and furlough travel, are steadily increasing.
2. No new railroad passenger equipment, and a very few new buses, for the duration.
3. Railroads are forbidden to operate special trains, special extra sections of regular trains, or special cars, without permits from ODT.
4. Manpower is an increasingly serious problem for the railroads and bus operators.
5. Sample surveys indicate that from 25 to 30 percent of railroad and bus travel has been for strictly non-essential purposes; social visits, trips to the theatre, races and other amusement events.
6. Ability of transportation lines to handle bona fide vacation travel during the coming season will depend on elimination of a large part of the strictly non-essential travel.





## (B) LOCAL TRANSIT FACILITIES

### The Problem

Passenger traffic on local buses and street cars has been rising, since Pearl Harbor, at the rate of 40 percent on a national average over the corresponding month of the previous year. In war plant centers the rate of increase is much greater.

The number of new buses and street cars authorized for construction, because of the critical material involved, is not sufficient to provide for replacements which would be required under peace-time standards. Less equipment will be called upon, as the war progresses, to do more work.

On top of the new demands for war worker transportation, an extra burden has been thrown on local transit facilities by the restrictions on the use of the private passenger automobiles. Obviously, the buses and street cars, already jammed by the war workers, cannot assimilate the added load which would fall upon them if the shift from private cars to the public vehicles were to reach greater proportions.

### Background Facts

There are approximately 200,000 public carrier units in local transportation, and almost 27,000,000 private automobiles. Therefore, the man who climbs aboard a public conveyance, when he is able to use his own car for essential transportation, is rendering a disservice to his country.

If every local transit vehicle in the nation were loaded to capacity, at one time, including standing space, only 13,000,000 persons could be accommodated. Yet it is estimated that by the end of 1943 there will be 65,000,000 persons in the United States engaged in gainful occupations, most of them requiring transportation to and from work.

The manpower shortage, furthermore, means that in some places on many occasions even the equipment that is available cannot always be kept in service.

### Copy Theme

Appeals to the public should be based on the idea, "Don't keep the war worker home". Every space taken needlessly by a non-essential rider may make a worker late in reaching the production line. Housewives, especially, should be discouraged from using the buses and street cars for non-essential trips, particularly during the hours when the workers are travelling. Also, if the trip is one which should not be taken in a private car, it should not be taken on a public vehicle at a time when it would crowd out an essential rider.



Information and media people likewise are referred to the "Walk and Carry" promotion outlined in Section II (Truck and Truck Tire Conservation) for ideas that will be helpful in preparing these messages. Indeed, the basis "walk and Carry" theme may well be utilized as a collateral campaign in publicity efforts aimed at relieving over-burdened local transit facilities. If walking as such (walking to work, to the stores, to all points within walking distance) can be popularized to any real degree, the passenger load on intra-city bus and street car lines will automatically be lightened.

### Timing

Although no formal Campaign schedule has been drawn up to discourage unnecessary use of local transit facilities, the over-crowding of street cars and buses is a situation which will require constant attention. This is emphasized by the fact that plans are now on file in every major community in the country, for overnight emergency mileage curtailment. Whether any sudden drastic cuts in street car and bus operations will be necessary, will depend to a great extent on the degree to which the public cooperates in the appeal to use local transit facilities in off-peak hours, or to stay at home when their trip is not necessary.







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